

Message Text

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15

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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P R 270815Z AUG 75
FM AMCONSUL NAHA
TO USDOC WASHDC UNN
INFO SECSTATE WASHDC 1827
AMEMBASSY TOKYO

UNCLAS NAHA 438
E.O. 11652: NA
TAGS: BEXP, BTRA, BTIO, JA
SUBJECT: FOREIGN BUYERS PROGRAM: TYPE-B, NATIONAL HARDWARE SHOW
REF: NAHA 414 AND 418

SUMMARY AND ACTION REQUESTED: FSL TAKARA LEFT FOR U.S. WITH
OKINAWAN BUYERS GROUP. AGAIN REQUEST AUTHORIZATION OF PARTIAL
PER DIEM. END SUMMARY

1. FSL SHINTARO TAKARA LED OKINAWA FOREIGN BUYERS GROUP ON U.S.
VISIT AUG 25-SEPT 4 PRIMARILY TO NATIONAL HDWE SHOW, AS PLANNED.
THE GROUP WAS ABLE TO FUND FREE TRANSPORTATION AND ACCOMMODATIONS
FOR FSL TAKARA. TO AVOID ANY QUESTION OF CONFLICT OF INTEREST, GROUP
IS NOT PAYING FOR TAKARA'S MEALS OR INCIDENTALS. WE THEREFORE
REQUEST A FAVORABLE RESPONSE TO NAHA 414 WHICH INTER ALIA ASKED FOR

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PER DIEM OF \$20 PER DAY FOR TAKARA.

2. THESE FOREIGN BUYERS GROUP VISITS ARE BY FAR THE MOST
LUCRATIVE, IN TERMS OF GENERATION OF AMERICAN EXPORTS, OF ANY PART
OF CONGEN'S TRADE PROMOTION PROGRAM. THE FIRST SUCH VISIT, TO
THE NEW ORLEANS POULTRY/EGG INSTITUTE CONVENTION AND DALLAS SUPER-
MARKET INSTITUTE CONVENTION IN APRIL/MAY 1975 RESULTED IN \$25
MILLION OF PRELIMINARY COMMITMENTS FOR EXPORT OF U.S. PRODUCTS
(\$9 MILLION OF WHICH ARE FIRM AGREEMENTS). THE CURRENT TRIP IS
ESTIMATED TO YIELD FROM \$5 TO \$8 MILLION IN ANNUAL U.S. EXPORTS.
CLEARLY THIS VOLUME WELL JUSTIFIES THE \$260 WE ARE ASKING FOR FSL
TAKARA.

3. IF AUTHORIZATION FOR FUNDING IS NOT GRANTED, CONGEN WILL
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HAVE GREAT DIFFICULTY ORGANIZING FUTURE VISITS LED BY TAKARA.

WE ARE AIMING AT FOREIGN BUYERS GROUP VISITS CENTERED AROUND
THE FROZEN FOOD CONVENTION EXPOSITION IN NOVEMBER 1975, THE
CONSTRUCTION SHOW IN JAN 1976, AND OTHER SUCH SHOWS OF INTEREST TO
OKINAWANS.

3. IF PER DIEM IS NOT AVAILABLE FOR FSL TAKARA TO LEAD THESE
TRIPS WE DOUBT VERY MUCH THAT THEY WILL BE ANYWHERE NEAR AS SUCCESS-
FUL OR THAT THEY WILL EVEN GET OFF THE GROUND.

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4. ACTION REQUESTED: URGENTLY REQUEST AGAIN AUTHORIZATION FOR
PARTIAL PER DIEM FOR TAKARA TRIP AND THAT FISCAL DATA BE PROVIDED.
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